



KARMA QUEENS

Harmony with the Universe, Health, Yoga

Segment	Count	Price
Universe / Base Rate	5,627,550	\$85.00/M
Astrology Psychic Reading		+ \$20.00/M
Donates to Environmental Causes		+ \$20.00/M
Interest in Cultural Arts		+ \$20.00/M
Pet Enthusiast		+ \$20.00/M

"Karma Queens"- Typically in her 40s or 50s. Best described as a baby boomer ex-hippie. Women of a certain age who combine a desire to be in harmony with the universe with an appreciation of material pleasures.

She appreciates woman-to-women brand connections, and pays attention to mind body spirit marketing trifectas. She also tends to drive quirky, streamlined autos(VW bug,Honda Element). Aspire to be Christy Turlington. "KARMA QUEENS" are part of a new crop of consumer influencers who maintain a wider range of media behaviors, possess a higher degree of market smarts and attitude, and are highly skilled at spreading the word. As the next generation of consumer taxonomy emerges, keep your efforts focused on the cutting edge of segmentation evolution.

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LIST TYPE
 Consumer- mail, phone,
 email

SOURCE
 Direct Mail, Telemarketing,
 Direct Tv, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

Cat Enthusiasts \$20.00 /M
 Contributes to Charity
 \$20.00 /M
 Dog Enthusiasts \$20.00 /M
 Estimated Income \$5.00 /M
 Home Decorating \$20.00 /M
 Homeowner \$5.00 /M
 Interest in Clothing \$20.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

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